

MUSEUMS AND THE WEB 2005

NORBERT KANTER

**Ein Bericht von der 9. internationalen Konferenz
in Vancouver, Kanada - 31. März bis 3. April 2005**

MAI TAGUNG
Senckenberg Museum
Frankfurt, 19. Mai 2005

 zetcom



1 2 3 4

- Finding Stuff
- Learning On-line and On-Site
- Publication Models
- Education Projects
- Handhelds
- Interface Design
- Broadband and Beyond
- Pre + Post Visit
- 3-D
- Evaluation
- Accessibility
- New Media / Art
- User Content: Tools

1
2
3
4

1 2 3 4

RSS

Really
Simple
Syndication

VXML

Voice
Extensible
Markup Language

PDA

Personal
Digital
Assistant

BOW

Best
of the
Web

1

2

3

4

1 RSS

RSS

Really
Simple
Syndication

1

- u 0.9 Rich Site Summary
- u 1.0 RDF Site Summary (Resource Description Framework)
- u 2.0 Really Simple Syndication

RSS-Feed oder Newsfeed =
XML Dateien mit (meist) Nachrichtentexten und Links
ohne Design- und Layoutinformationen.

Syndication ~ Zusammenschließen
Aggregation ~ Zusammenfassung

2

3

4

1 RSS

```
<?xml version="1.0" encoding="iso-8859-1" ?>
<!DOCTYPE rss (View Source for full doctype...)>
- <rss version="0.91">
  - <channel>
    <title>SPIEGEL ONLINE - Kultur</title>
    <link>http://www.spiegel.de/kultur/0,1518,,00.html</link>
    <description>Schneller wissen, was wichtig ist</description>
    <language>de</language>
    - <image>
      <title>SPIEGEL ONLINE - Kultur</title>
      <url>http://www.spiegel.de/static/sys/logo_120x61.gif</url>
      <link>http://www.spiegel.de/kultur/0,1518,,00.html</link>
    </image>
    - <item>
      <title>Mehrarbeit: ARD kürzt Harald Schmidt den Urlaub</title>
      <link>http://www.spiegel.de/kultur/gesellschaft/0,1518,356107,00.html</link>
    </item>
    - <item>
      <title>Augenblick: Bruder im Stein</title>
      <link>http://www.spiegel.de/kultur/kino/0,1518,356102,00.html</link>
    </item>
    - <item>
      <title>Heute in den Feuilletons: "Männer beim Rudeltrinken"</title>
      <link>http://www.spiegel.de/kultur/gesellschaft/0,1518,355656,00.html</link>
    </item>
  </channel>
</rss>
```

1 RSS

```
- <rss version="2.0">
  - <channel>
    <title>Science Bulletins</title>
    <link>http://sciencebulletins.amnh.org/?src=sbrss</link>
    <description>Science Bulletins, presented by the American Museum of Natural History, has feature visualizations, and weekly Snapshot images that bring you recent discoveries and new technologies in Earth science, and biodiversity.</description>
    <language>en</language>
    <copyright>American Museum of Natural History 2005</copyright>
    <webMaster>webmaster@amnh.org</webMaster>
    <pubDate>Thu Apr 28 15:02:15 EDT 2005</pubDate>
    <lastBuildDate>Thu Apr 28 15:02:15 EDT 2005</lastBuildDate>
    <generator />
    <docs>http://blogs.law.harvard.edu/tech/rss</docs>
  - <item>
    <title>Earth Feature | Melting Glaciers: Clues to Climate Change</title>
    <link>http://sciencebulletins.amnh.org/earth/f/glaciers.20050331/?src=sbrss</link>
    - <description>
      - <![CDATA[
        Follow a team of glaciologists racing to core the world's largest tropical ice cap--before global warming melts it away.
      ]]>
    </description>
    <pubDate>2005-03-31</pubDate>
    <source url="http://sciencebulletins.amnh.org/rss.xml">ScienceBulletins</source>
  </item>
  - <item>
    <title>Earth Viz | Sea-Surface Temperature</title>
    <link>http://sciencebulletins.amnh.org/earth/v/sst.20050401/?src=sbrss</link>
    - <description>
      - <![CDATA[
        Water temperatures at the ocean surface are constantly changing. These changes affect weather and climate worldwide. By studying satellite measurements of sea-surface temperatures, scientists are learning to
      ]]>
    </description>
  </item>
```

1 RSS



- u *The 24 Hour Museum multi-region tunable RSS News Feed
"Making Web Content that seeks out an Audience"*

24hourmuseum, London UK

<http://www.24hourmuseum.org.uk/home.rss>

Produktion: 24hourmuseum
System Simulation

- Projektstart 2003 - RSS Feed wird mit Index+ erstellt (CMS)
- Januar 2004 - Evaluation der Zugriffszahlen, Feed an 3. Stelle
- Januar 2005 - personalisierbarer / regionalisierbarer News-Service

Beispiel: 24hourmuseum News in UK Google News: [Link](#)

1
2
3
4

1 RSS



- u *Science Bulletins RSS Feed*
American Museum of Natural History, New York
<http://sciencebulletins.amnh.org/xml.php>

1

2

3

4



- u *Syndic8*
Suchmaschine für RSS Feeds
www.syndic8.com

1 2

RSS

Really
Simple
Syndication

VXML

Voice
Extensible
Markup Language

1

2

3

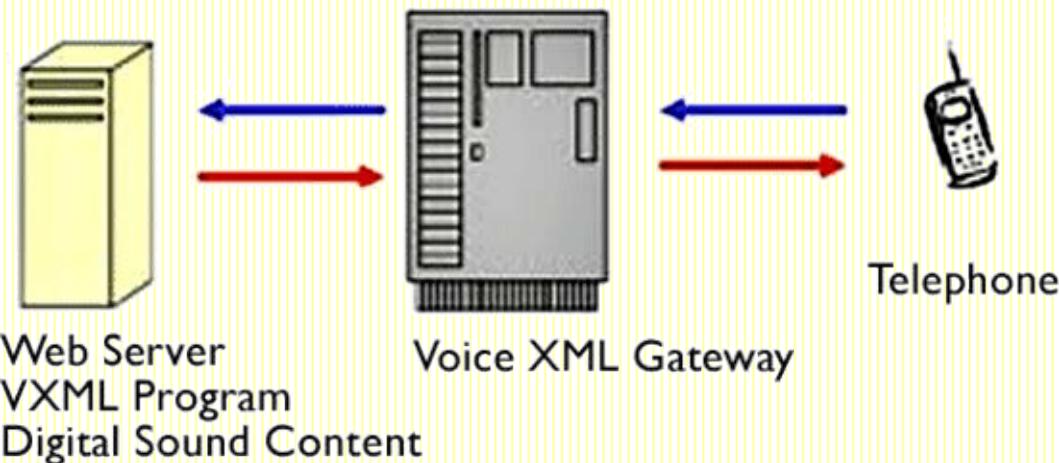
4

2 VXML

VXML

Voice
Extensible
Markup Language

- VXML für interaktive (Sprach-) Dialoge
Interface zwischen Telefonnetz und Internet



1

2

3

4

2 VXML

1

2

3

4

HISTORY CALLS

*"Delivering Automated Audio Information
through Visitor's Cell Phones"*

- u Southern Utah University, Cedar City UT
 - Audio Tour für eine Ausstellung historischen Fotografien in der Universitätsbibliothek (100 Years of Theatre History in Cedar City, Utah)
- u Evaluationsergebnisse
 - + leicht einzurichten
 - + einfach updatebar
 - + Feedback möglich
 - + Original Quellen am erfolgreichsten
 - + hervorragend für "Freiluft"- Anwendung geeignet
 - Wände
 - Kosten beim Nutzer

1 2 3

RSS

Really
Simple
Syndication

VXML

Voice
Extensible
Markup Language

PDA

Personal
Digital
Assistant

1

2

3

4

3 PDA

PDA

Personal
Digital
Assistant



Ubiquity

u **vueguide**

Museum of Anthropology, Vancouver

www.moa.ubc.ca

Produzenten:

acoustiguide, New York

www.acoustiguide.com

Ubiquity Interactive, Vancouver

www.ubiquityinteractive.com

1

2

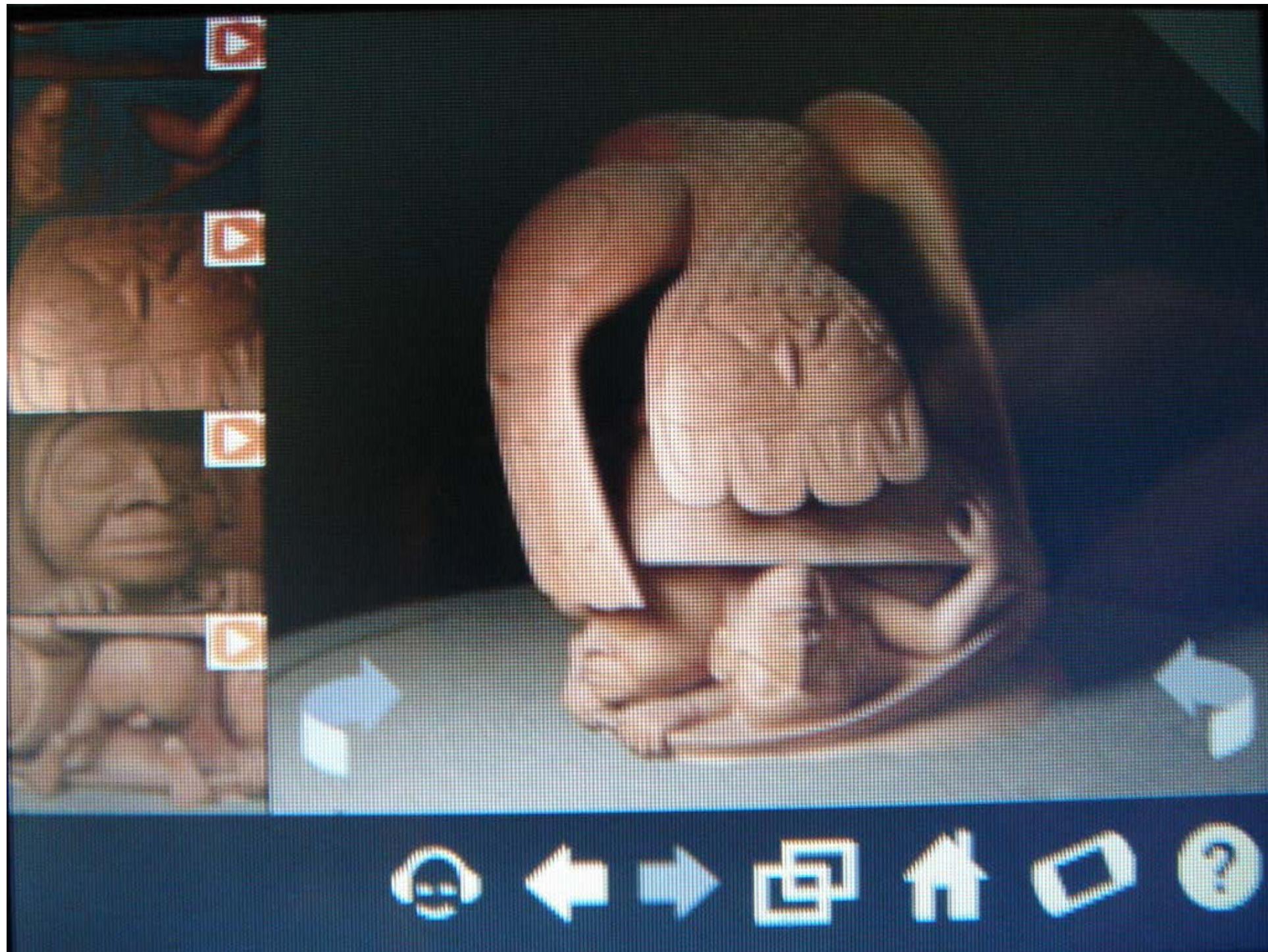
3

4









3 PDA



PDA

Personal
Digital
Assistant

u **vueguide**

Museum of Anthropology, Vancouver

www.moa.ubc.ca

u Evaluationsergebnisse

- + Original Quellen (Audio, Video)
- + ausreichend Sitzgelegenheiten
- "redundante" Informationen
- Navigation teilw. inkonsistent
- Schrift teilw. zu klein
- hohes Gewicht
- Infrarot funktionierte nicht
- "Screensharing" sinnlos

3 PDA

MoMA.org

- u Museum of Modern Art, New York
www.moma.org

PDA Führungssystem
"Building the new MoMA"

Produzenten: IBM, MoMA

1

2

3

4



3 PDA



- u Wivid Systems Inc.
Boston MA

www.wividsystems.com



- u Antenna Audio
Sausalito CA

www.antennaaudio.com

1
2
3
4

1 2 3 4

RSS

Really
Simple
Syndication

VXML

Voice
Extensible
Markup Language

PDA

Personal
Digital
Assistant

BOW

Best
of the
Web

1

2

3

4

4 BEST OF THE WEB

BOW

Best
of the
Web

- u On-Line Exhibition
- u E-Services
- u Innovative or Experimental Application
- u Museum Professional's Site
- u Research Site
- u Educational Use
- u Best Overall Museum Web Site

1
2
3
4

4 BEST OF THE WEB

1
2
3
4

u Best On-Line Exhibition



Cycles: African Life Through Art

Indianapolis Museum of Art

www.ima-art.org/cycles/

Produktion: Terra Incognita



- ... the design of this online exhibit is a piece of art itself
- ... highly visually appealing
- ... provides a rich user experience
- ... navigation is surprisingly straightforward while being somewhat non-traditional
- ... good use of music throughout



4 BEST OF THE WEB

1

2

3

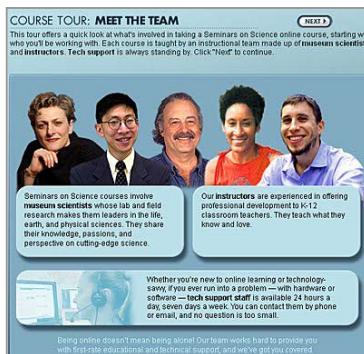
4

u Best E-Services

Seminars on Science
American Museum of Natural History, New York City
<http://learn.amnh.org>

Produktion: AMNH

... the human touch in the interface gives nice feeling that the seminar is tutored by real humans and that the learner is interacting with real people.



4 BEST OF THE WEB

u Best Innovative or Experimental Application



Eternal Egypt

Egyptian Government :

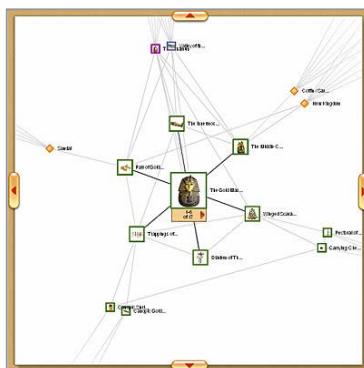
Supreme Council of Antiquities and

Center for Documentation of Cultural and Natural

Heritage

IBM Corporation

www.eternalegypt.org



Produktion: IBM

... very well-thought out design

... good execution of multiple pathways towards making discoveries

... Text -to-speech feature lends itself nicely to those with visual restrictions

4 BEST OF THE WEB

1

2

3

4

u Best Museum Professional's Site



ASTC

Association of Science - Technology Center

www.astc.org

Produktion: Ideum

... consistently provides excellent information and resources
for museum professionals in an easy-to-use and visually
appealing manner

4 BEST OF THE WEB

1

u Best Research Site

2

Timeline of Art History

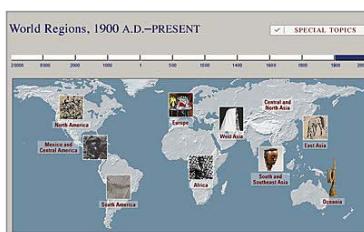
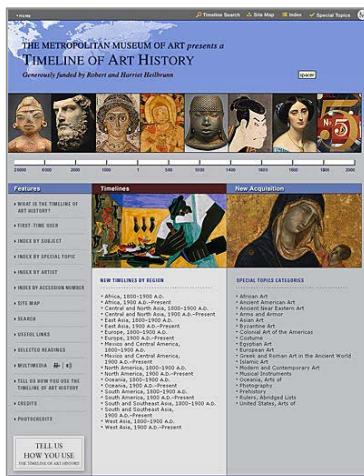
The Metropolitan Museum of Art, New York

www.metmuseum.org/toah/

3

- ... an excellent site for a range of audiences, including researchers
- ... considerably expanded and geographical and time coverage is much more comprehensive than a year ago
- ... a great balance of content, visuals and alternative exploratory routes

4



4 BEST OF THE WEB

1

2

3

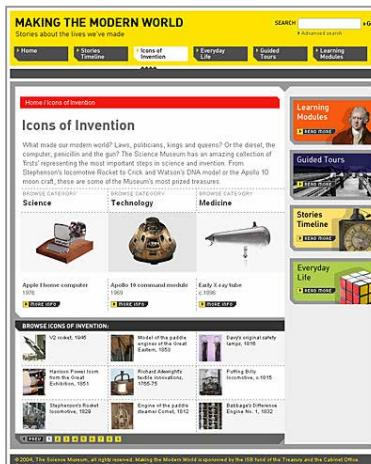
4

- u Best Educational Use
- u Best Overall Museum Web Site

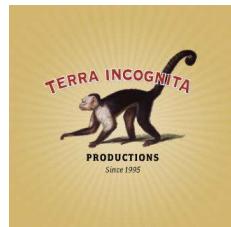
*Making the Modern World Online -
Stories about the lives we've made*
The Science Museum, London
www.makingthemodernworld.org.uk

Produktion: The Science Museum
Mackenzie Ward Research Ltd.
Peter Symonds College

... two of the most compelling aspects of education are the notion of relationships and theory/application. This site addresses both in an elegant manner
... promotes higher order learning while keeping the user engaged with visuals, flash demonstrations ...



4 DIE PRODUZENTEN



u SECOND STORY

Portland OR

www.secondstory.com

u TERRA INCOGNITA

Austin TX

www.terraincognita.com

u INTERACTIVE KNOWLEDGE

Charlotte NC

www.interactiveknowledge.com

u IDEUM

Sausalito CA

www.ideum.com

u EDUCATIONAL WEB ADVENTURES

St. Paul MN

www.eduweb.com

4 DIE PRODUZENTEN



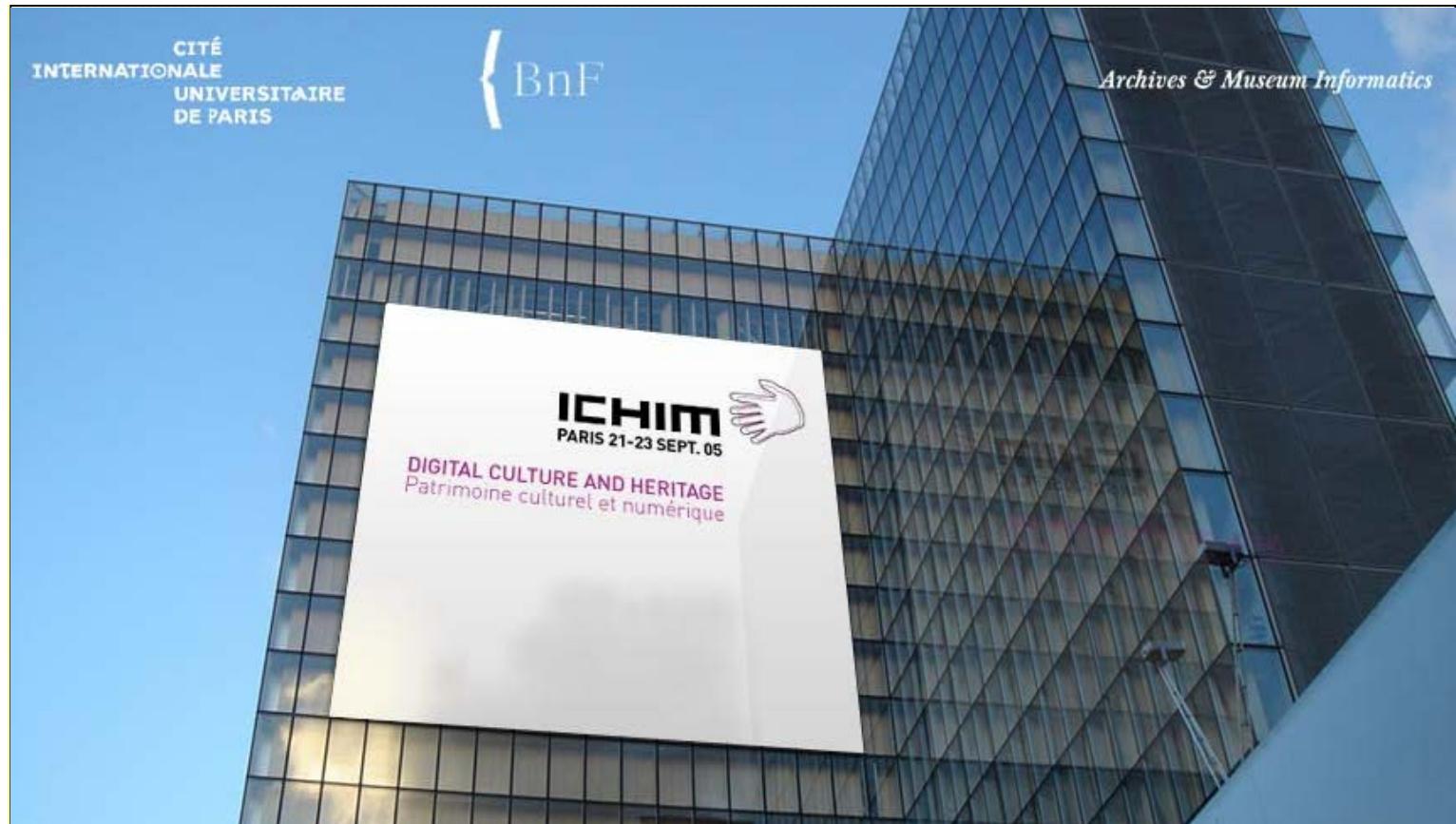
u SECOND STORY
Portland OR
www.secondstory.com

Pirate Book
Pirate Soul Museum, Key West FL
www.piratesoul.com



MUSEUMS AND THE WEB 2005

Ein Bericht von der 9. internationalen Konferenz in Vancouver, Kanada



Norbert Kanter

zetcom AG
Köpenicker Str. 154a
10405 Berlin

030 2759 4860
norbert.kanter@zetcom.com

ICHIM

DIGITAL CULTURE AND HERITAGE

Paris, 21. - 23. Sept. 2005

www.ichim.org

MUSEUMS AND THE WEB

Albuquerque, 22. - 25. März 2006

www.archimuse.com